

SECTION 26-XVI-8 Signs in Specific Areas

(1) Because of the unique character and special standards and/or requirements of certain areas, signs within these areas shall also have specific sign standards set forth below.

(2) Historic Downtown Area. (Area defined in Section 13 Exhibits).

(a) The overall facade composition, including ornamental details and signs shall be coordinated. Signs shall be proportional to the building, such that they do not dominate the appearance. In no case shall a sign obscure the architectural features or details of the building. Simple letter styles and graphic designs are more appropriate.

(b) Flush mounted wall signs are preferred. Flush mounted wall signs may not exceed twenty percent (20%) of the face of the wall to which they are attached.

(c) Projecting signs are permitted if they are not more than three (3) feet from the wall, not more than eight (8) square feet in area, and not lower than eight (8) feet above the sidewalk.

(d) Window signs may be painted or hung from inside but should not obstruct the view.

(e) Monument signs may be permitted on lots having set-back space.

(f) Awning signs are permitted. Awning colors shall be compatible with historic theme, which includes, but are not limited to, maroon, forest green, navy blue. Lettering shall be in scale and placed on the valance portion of the awning.

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(g) Suspended signs are permitted. No suspended sign may project beyond the outside limit of the marquee, canopy or facade to which it is attached. Suspended signs shall not be lower than eight (8) feet above the sidewalk and shall be made of wood, metal or heavy canvas. Wood and metal suspended signs shall be three (3) dimensional or routed. The total square footage of all suspended signs shall apply to the maximum allowable square footage for flush mounted wall signs as stated in Section 8-2-b.

(h) Sign materials shall be compatible with building facade. Signs shall be three (3) dimensional or routed and made of wood and metal.

(I) Simple sign designs are preferred. Symbols and simple type faces that are in keeping with the historic are preferred. Lettering shall not exceed twenty-four inches in height.

(j) Lighting design shall enhance the entire building. Sign lighting shall not overwhelm the architectural features of the building. Light shall be directed at the sign from an external source. Internal illumination is not permitted, except for theatre marquees. All sign plans shall be reviewed by the Downtown Architectural Review Committee.